

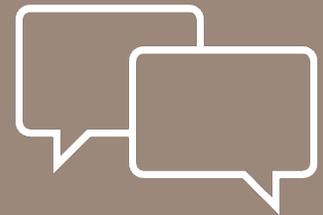
**SANTA  
ROSA**  
**FORWARD**  
Plan Our Future Together



# WELCOME!

## COMMUNITY ADVISORY COMMITTEE MEETING #5

VIRTUAL MEETING | SEPTEMBER 26, 2022



The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately end the meeting. If the meeting is ended, we will plan on recording another presentation without participants that will be posted on the project website.

*Today's meeting is being recorded*

# WELCOME AND AGENDA REVIEW

# CAC Meeting #5 Agenda

1. Call to Order and Roll Call
2. Welcome and Agenda Review
3. Project Team Updates and Reports
4. Scheduled Items: Preferred Alternative and Community Engagement
  - Preferred Alternative
  - Community Engagement Event Set #3
  - Next Steps
5. Adjournment

# Project Team

## City Staff

Amy Lyle, Supervising Planner

Beatriz Guerrero Auna, Equity and Public Health Planner

Jandon Briscoe, City Planner Trainee

Kevin King, Communications Coordinator

## Consultants

Noé Noyola, MIG

Dan Amsden, MIG

Ana Padilla, MIG

Charlie Knox, PlaceWorks

Andrea Howard, PlaceWorks

# CAC Members

Ali Soto

Ana Stevens

Andres Vigil

Anne Barbour

Annette Arnold

Delashay Carmona Benson

Erica Mikesh

Evette Minor

James Pedgrift

Jen Klose

Jennifer Kujala

Kevin Anderson

Lee Pierce

Lisa Joslen

Melanie Ahlers

Michael Cook

Michelle Sepulveda

Omar Lopez

Patricia Thompson

Rituja Bhowmik

Ryan Tracey

Stephanie Manieri

Steven Spillman

# Community Advisory Committee: Role and Commitment

The CAC is a key part of the community engagement strategy. As a member, your role is to:

- be a **community-based liaison** assisting City staff to reach out to the greater community, and
- help **clarify** policy ideas and messaging.



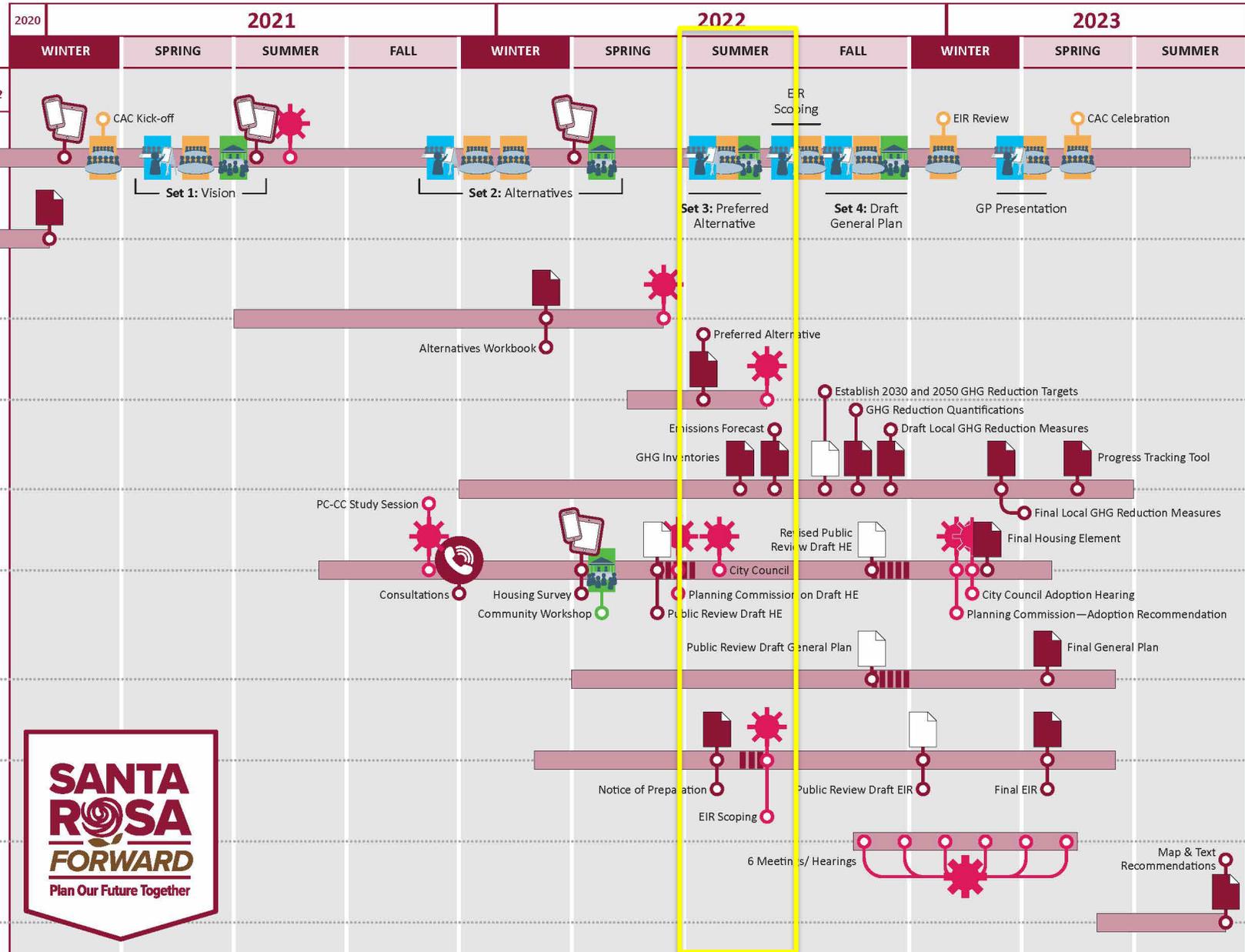
# Goals for Tonight's CAC Discussion

- Ask questions about the **Santa Rosa Forward process** and the development of the Preferred Alternative.
- Provide initial reactions to the **Preferred Alternative** and any suggestions on how the concepts can be clarified or messaged.
- Provide your thoughts and feedback on the **community engagement process**.
- Confirm understanding of **CAC members' roles** in obtaining community input.

# Santa Rosa General Plan Update

## Project Schedule

Revised May 2022



- Work Period
- Public Review Period
- Public Review Document
- Final Document
- Community Meeting Set
- CAC Meeting
- TAC Meeting
- Commission and Council Meetings/Hearings
- Major Online Exercises

## 2050 General Plan Vision Statement

Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change.



# Milestone Reports

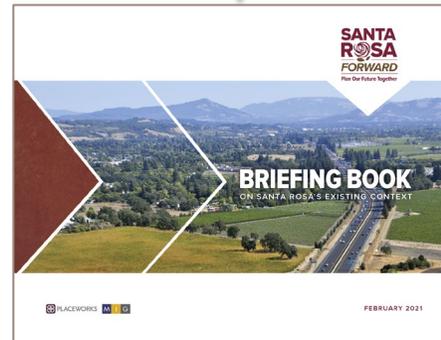
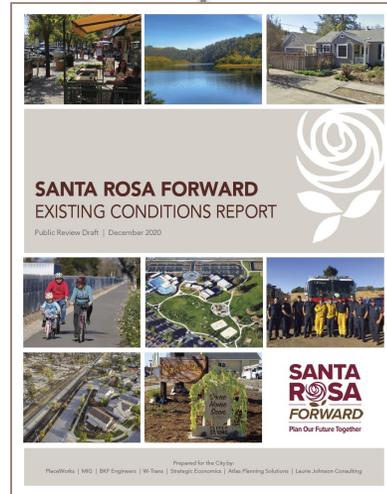
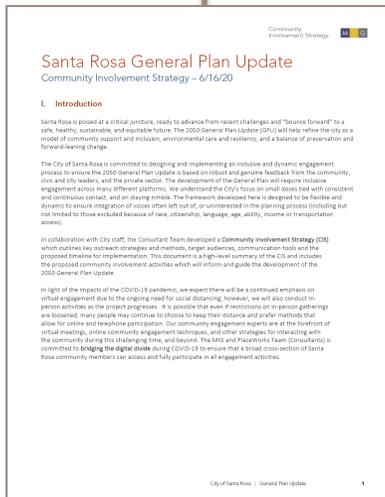
**Community Involvement Strategy**  
August 2020

**Existing Conditions Report**  
December 2020

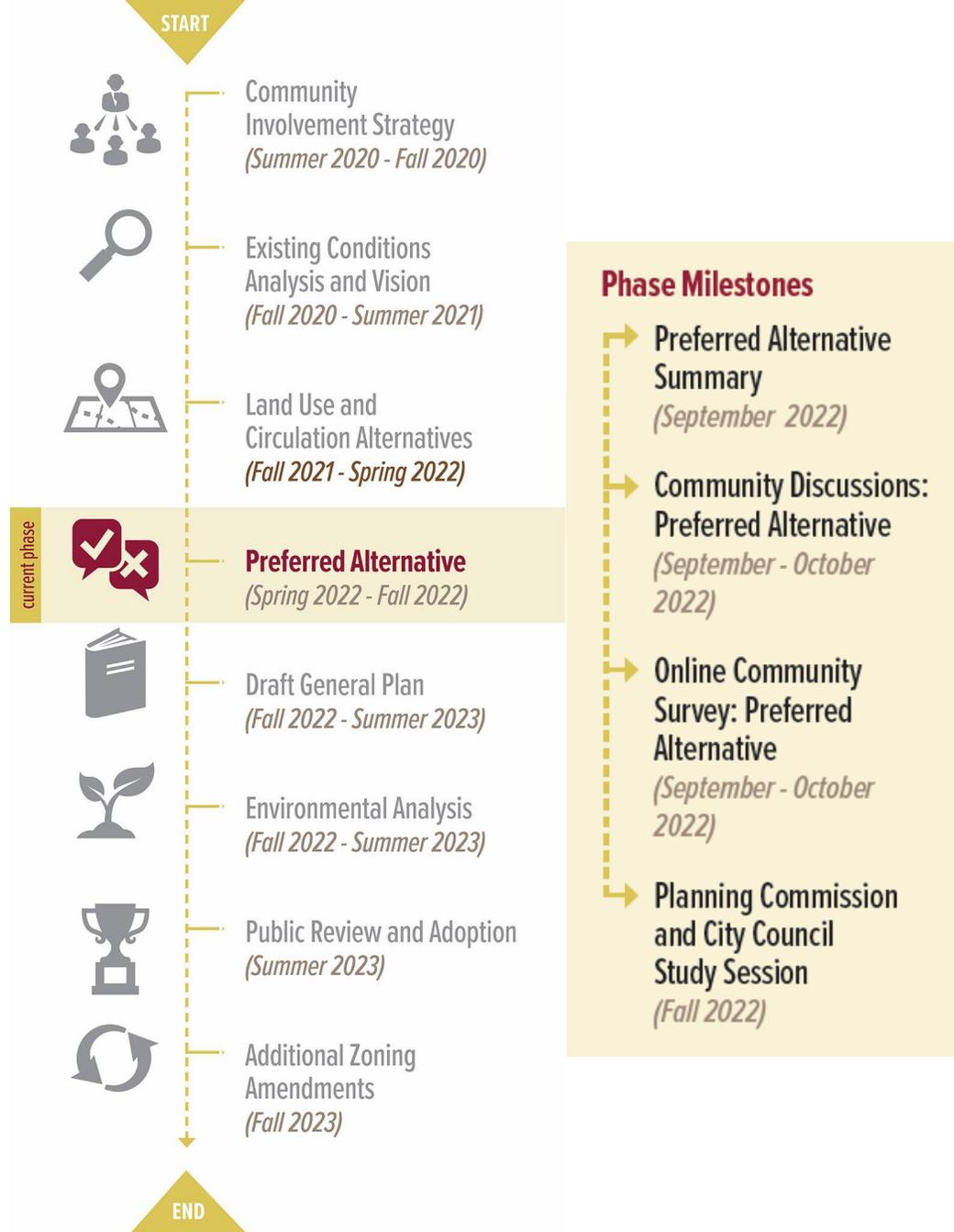
**Briefing Book**  
February 2021

**Vision Statement**  
August 2021

**Alternatives Workbook**  
January 2022



# Preferred Alternatives Process

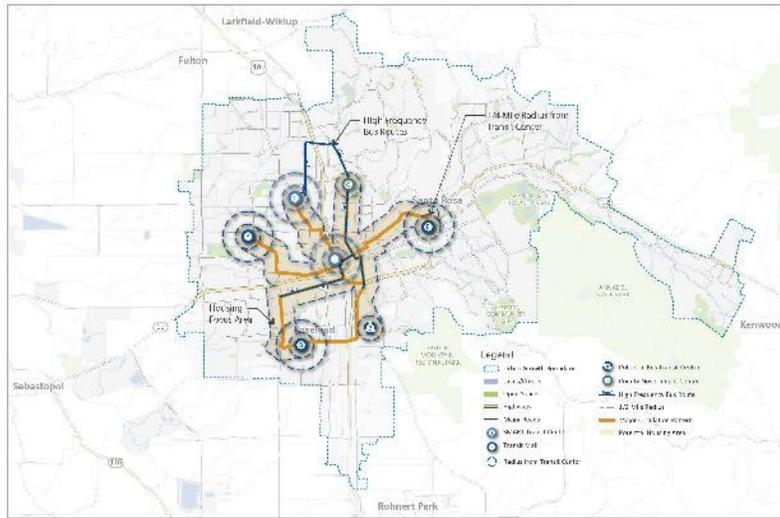


# Summary of Major Themes and Feedback

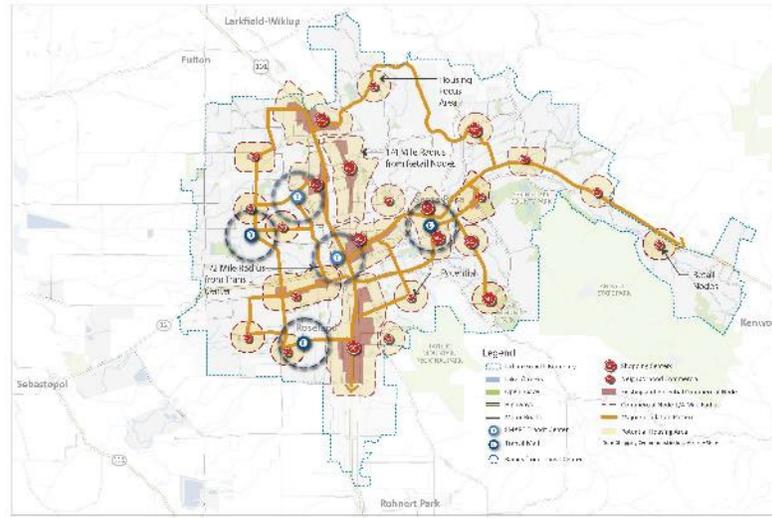
## Alternatives Comparison

Strong majority of respondents favored Alternatives 1 and 2 (with Alternative 2 being slightly more favored).

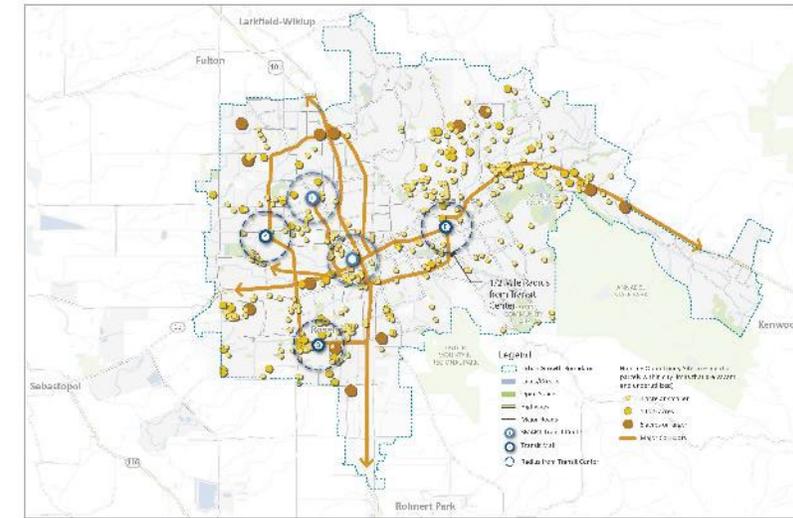
### Alternative 1 Central Corridors



### Alternative 2 Neighborhood Main Streets



### Alternative 3 Distributed Housing





Santa Rosa General Plan Update  
**Preferred Alternative Summary**

# 1 Economics and Housing



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

Santa Rosa is a **city of neighborhoods**, each with its own unique character and hub for goods and services, complemented by a full-service Downtown.

**New housing** is focused in Downtown, around neighborhood shopping centers, and along key corridors.

Most residents have **safe access** to places that meet their daily needs, including grocery stores, parks, and small office and retail services. These businesses offer more jobs throughout the city.

Downtown Santa Rosa is enhanced and bolstered as a **vibrant urban core** with amenities that attract visitors and serve residents through implementation of the Downtown Station Area Specific Plan.

Downtown development **supports local businesses and attracts well-established companies** that serve as economic anchors and cluster knowledge-based businesses and job.

**Job and business growth** is concentrated in locations with convenient multi-modal access for the local and regional labor force, and industrial districts continue to provide convenient goods movement options for businesses.

As many as **24,000 new homes** are built in Santa Rosa by 2050, supporting approximately **650,000 square feet of new community-serving retail**, in addition to new dining and personal service businesses.

Regional demand supports up to **2 million square feet of new office and 1 million square feet of new industrial development**, primarily in south Santa Rosa, Downtown, and along Highway 101.

Commercial growth potential could support **8,500 new jobs**: 1,500 new jobs in both retail and industrial and 5,500 office jobs.

Increased residential density drives resident-serving business growth, including retail, dining, and personal services, in **neighborhood centers and along key corridors** in all corners of the city.

## NEW GOALS



Continue to distribute housing accessible to low- and very low-income households across the city.

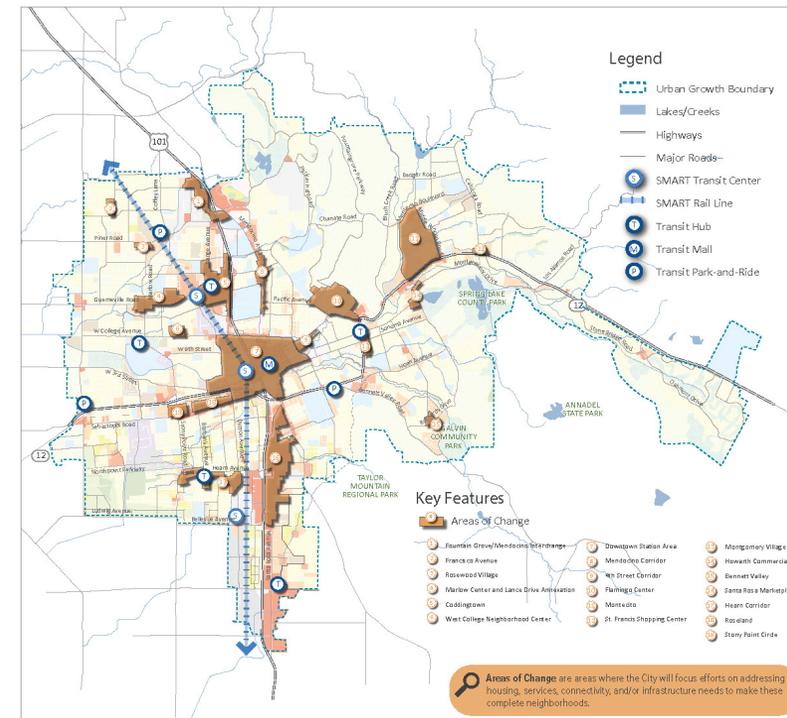


Facilitate future annexations with a thoughtfully designed and transparent strategy.



Ensure new growth and development is resilient to economic cycles and forces.

## VISUALIZING THE CONCEPTS



Mixed Use Downtown Neighborhood



Mixed Use Corridor



Street Dining/Retail/Activities



New Office Development



New Industrial Development



Infill Housing

# 2 Efficient and Sustainable Development



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

The updated General Plan will include enhancements to the transportation network to **manage transportation demand** and **reduce vehicle miles traveled** by improving connectivity and reducing dependence on single-occupant private vehicles, including to access the city's priority development areas (PDAs)—Mendocino Avenue/Santa Rosa Avenue Corridor, North Santa Rosa Station, Downtown Station Area, Sebastopol Road Corridor, Roseland, and Santa Rosa Avenue—SMART stations, and neighborhood shopping centers.

East-west connections for **walking and biking and transit are improved**, and first/last mile links to SMART Corridor are emphasized.

The **transit system expands** and operates longer hours, more frequently, and serves more destinations and communities to support travel alternatives for everyone in Santa Rosa.

**Evacuation is a priority consideration** in all transportation network-related planning (wildfire, earthquake, flood, and other related hazards).

Growth potential accommodated in the land use diagram **does not exceed the City's capacity to meet the community's water needs** through the General Plan horizon.

## NEW GOALS

Achieve carbon neutrality by 2030.

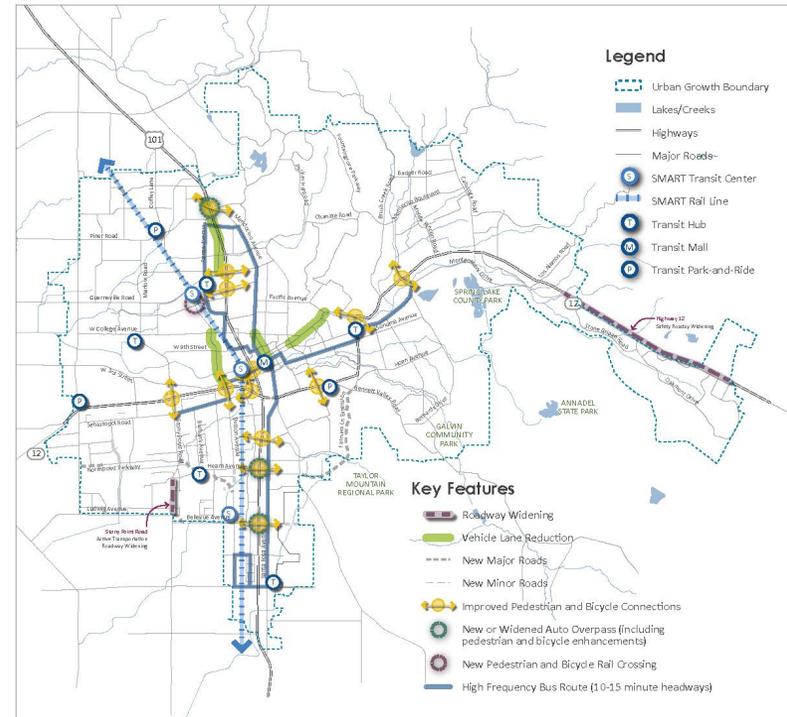
Improve infrastructure, linkages, and access to transit and active modes of transportation to better meet daily commuting needs and limit greenhouse gas emissions.

Provide the highest-quality City services—including transit, utilities, infrastructure, parks and recreation, and more—and ensure accessibility to everyone in Santa Rosa.



What does "sustainable" mean for Santa Rosa? Practices and behaviors that meet the needs of the present without compromising the ability of future generations to meet their own needs.

## VISUALIZING THE CONCEPTS



1 Vehicle Lane Reduction



2 Pedestrian and Bicycle Connections



3 Transit Routes and Stop Improvements



4 Protected Bicycle Lanes



5 Cycle Track



6 Improved Pedestrian Crosswalks

# 3 Resilience and Safety



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

Development in the **wildland urban interface (WUI)** is limited to **what is currently allowed** and resilience in the WUI improves with time.

East Highway 12 expansion **improves evacuation capacity** during wildfire and other hazard events. Enhancements to other key roadways in the evacuation network, including enabling wrong-way travel, support increased capacity in emergency scenarios.

Transit system enhancements **support the evacuation needs of zero vehicle households**.



## PROPOSED NEW GOALS



Fortify the community, especially equity priority communities, against wildfires, earthquakes, floods, and other hazards and facilitate recovery from future hazard events through comprehensive planning in advance.



Support the potential managed retreat from the highest fire risk areas.



Institute new building standards in areas highly vulnerable to hazards, such as wildfire and earthquake, to minimize the impact of a hazard event.

## VISUALIZING THE CONCEPTS



Optimize Evacuation Routes



Firesafe Home/Property



Microgrid System



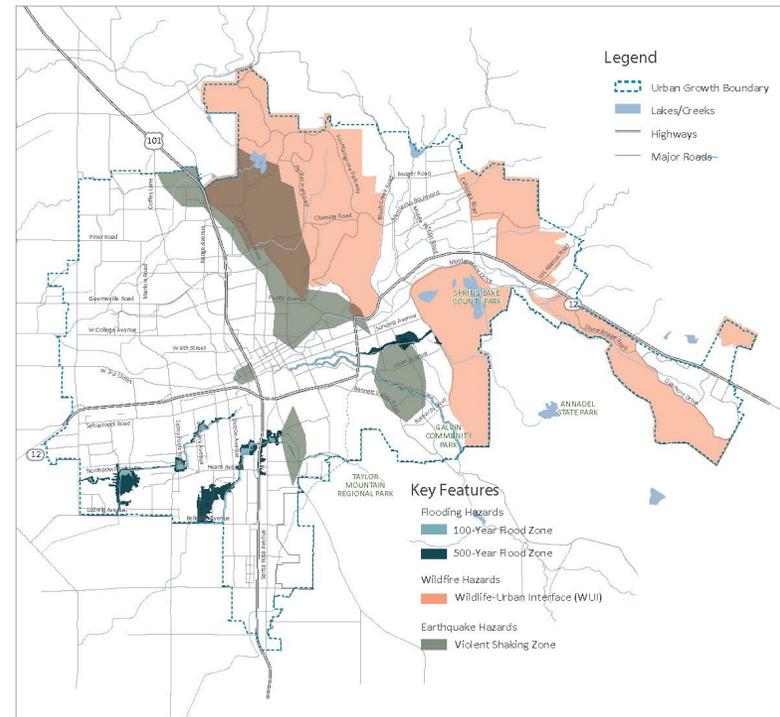
Creek Restoration



Earthquake Safe Buildings



Resilience Hub



# 4 Equity and Health



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

**Equity priority communities** have safe, comfortable, and convenient walking or wheeling (including bike, stroller, and wheelchair) access to full-service markets and fresh foods, outdoor active and passive recreation, and a robust active transportation network.

New housing for equity priority communities is **thoughtfully designed, emphasizes visitability** (easy access for seniors and people with disabilities), and is located to **avoid exposure to environmental threats**.

Residential growth is **set back a minimum of 500 feet from Highways 101 and 12** to avoid exposure to particulate matter from these roadways.

**Gaps in the sidewalks and pedestrian network are eliminated** in equity priority communities.

**People of all ages and abilities have barrier-free access** to essential goods and services, and neighborhoods support aging in place.

## NEW GOALS



Make lifelong learning opportunities and safe spaces to gather and recreate equitably accessible to everyone.



Recognize and reconcile historic and existing land-use patterns that perpetuate racial and socioeconomic segregation.



Remove barriers to and incentivize small-scale, urban agriculture to expand economic opportunity to community members and access to healthy foods.



Engage a diverse and wide range of opinions, representative of Santa Rosa residents, in city decision-making.



Celebrate and showcase the community's diversity and promote it as a strength.

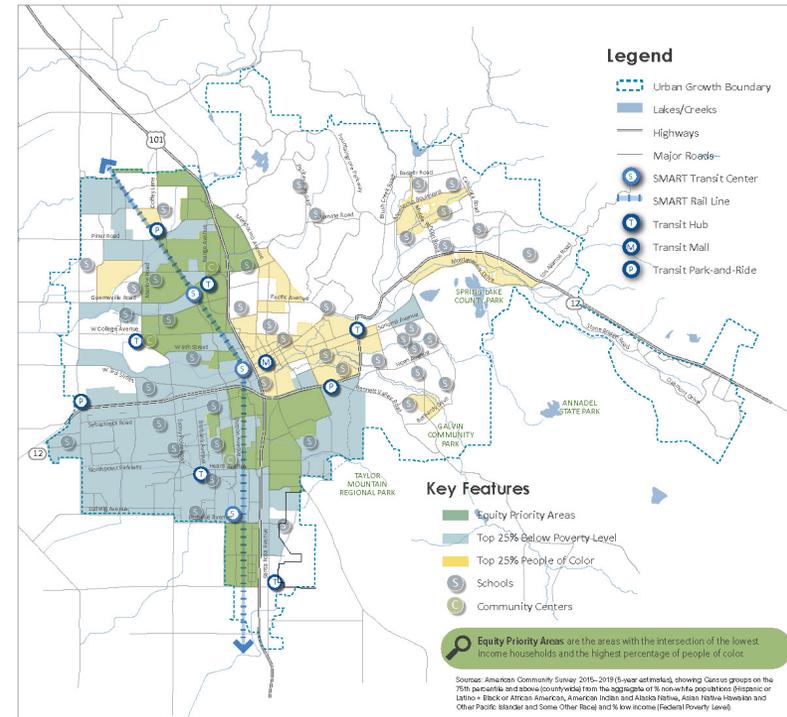


Prioritize funding for services, amenities, and infrastructure in equity priority communities.



Bring art, cultural resources and activities, historic assets, and live music to all neighborhoods, accessible to everyone.

## VISUALIZING THE CONCEPTS



- Park Amenities
- Community Garden
- Community Center/Event Space
- Affordable Housing
- Fresh Food Access
- Complete Sidewalk Network

# Legend

-  Urban Growth Boundary
-  Lakes/Creeks
-  Highways
-  Major Roads
-  SMART Transit Center
-  SMART Rail Line
-  Transit Hub
-  Transit Mall
-  Transit Park-and-Ride

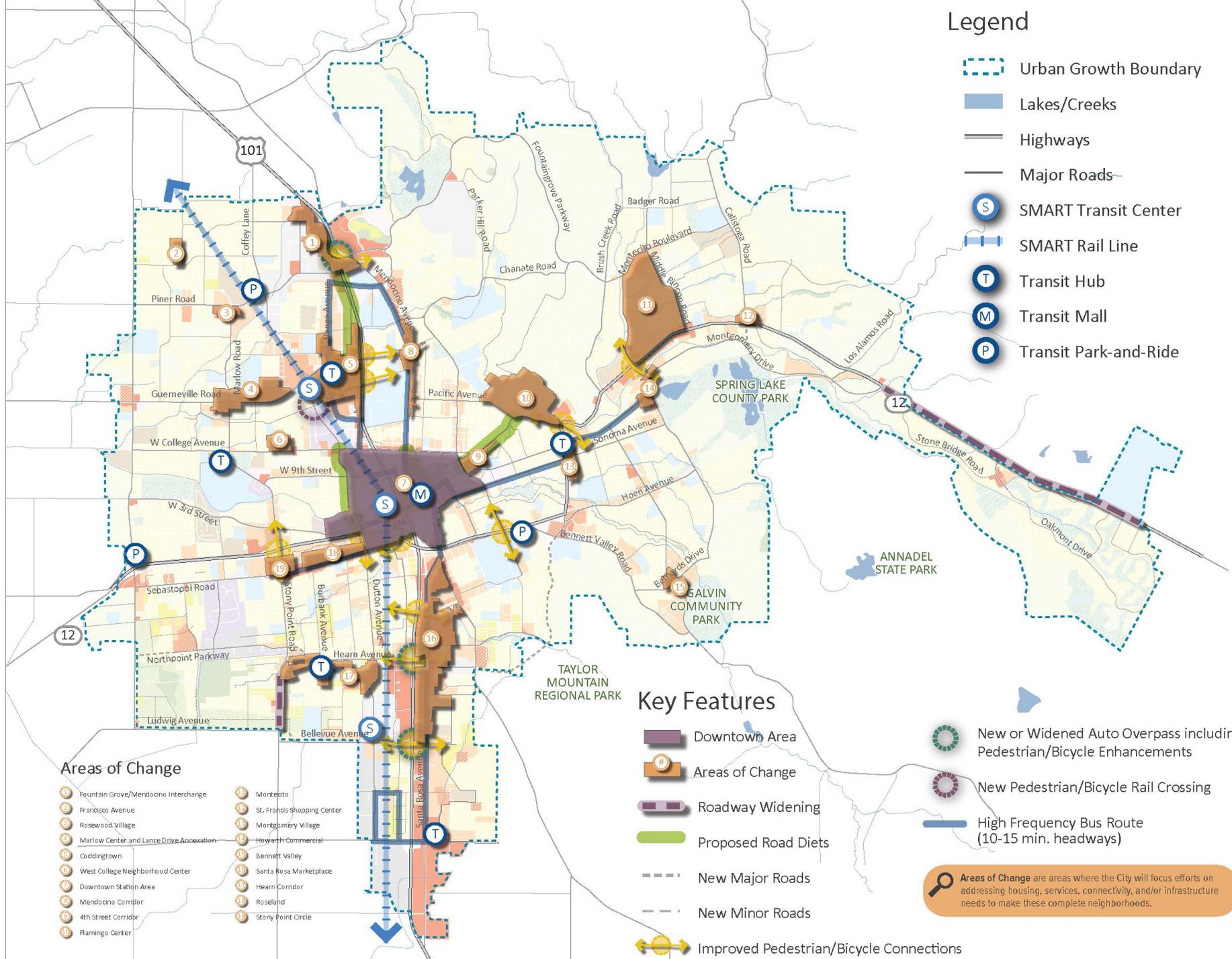
## Areas of Change

- |  |   |
|--|---|
|  Fountain Grove/Mendocino Interchange     |  Montecito                   |
|  Francisco Avenue                         |  St. Francis Shopping Center |
|  Rosewood Village                         |  Montgomery Village          |
|  Marlow Center and Lance Drive Annexation |  Howarth Commercial          |
|  Coddington                               |  Bennett Valley              |
|  West College Neighborhood Center         |  Santa Rosa Marketplace      |
|  Downtown Station Area                    |  Hearn Corridor              |
|  Mendocino Corridor                       |  Roseland                    |
|  4th Street Corridor                      |  Stony Point Circle          |
|  Flamingo Center                          |   |

## Key Features

-  Downtown Area
-  Areas of Change
-  Roadway Widening
-  Proposed Road Diets
-  New Major Roads
-  New Minor Roads
-  Improved Pedestrian/Bicycle Connections
-  New or Widened Auto Overpass including Pedestrian/Bicycle Enhancements
-  New Pedestrian/Bicycle Rail Crossing
-  High Frequency Bus Route (10-15 min. headways)

 **Areas of Change** are areas where the City will focus efforts on addressing housing, services, connectivity, and/or infrastructure needs to make these complete neighborhoods.



COMMUNITY ENGAGEMENT  
EVENT SET #3

# Goals for this Community Event Set



# CAC Member Roles and Activities

## Get the Word Out

Phone Calls  
Emails  
Social Media  
Networking  
Texts  
WhatsApp



## Attend Events

Citywide  
Open Houses  
Pop-Ups  
Equity Priority  
Area Meetings



## Hold Meetings Using the Toolkit

Hold Mini-Workshops  
Present to Groups



## Participate!

Don't forget that you are also a Santa Rosan and can participate as available.

# Engagement Activities

- Interactive Online Survey
- Two Bilingual Community Open Houses (October 12<sup>th</sup> and 15<sup>th</sup>)
- Community Organization Mini-Workshops (likely part of regularly scheduled meetings)
- Equity Priority Community Sessions (interviews, focus groups, meetings, pop-ups, etc.)
- Youth Engagement Activities
- City Board and Commission Meetings
- Planning Commission and City Council Study Session

# CAC Toolkit

The toolkit is currently under development and will be distributed to CAC members on **September 26<sup>th</sup>**. It will include the following key items.

## Project Overview Sheet



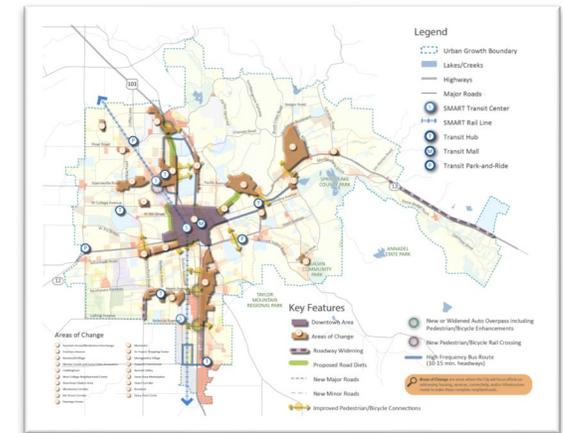
## Preferred Alternative Summary



## Workshop Instructions



## Online Preferred Alternative Survey



# CAC DISCUSSION

Provide your thoughts and feedback on the **community engagement process**.

Confirm **CAC members' roles** in reaching out to the community and obtaining community input.

PUBLIC COMMENT

# Next Steps

- The Project Team will provide **Engagement Toolkits** to each CAC member. Please contact the Project Team if you have any questions or need help coordinating meetings.
- The City will be **hosting two Open Houses**—help us get the word out to the community:
  - **Open House #1: Wednesday, October 12, 3:00 PM – 7:00 PM**  
Sonoma County Central Library, 211 E Street, Santa Rosa
  - **Open House #2: Saturday, October 15, 10:00 AM – 2:00 PM**  
Lighthouse Church, 920 Bennett Valley Road, Santa Rosa